In the Claims:

 (Currently Amended) A method in a computer system for efficiently comparing two trinary logic representations, comprising:

creating a first data structure (referred herein as a VALUE data structure) representative of a first set of properties related to a user;

creating a second data structure (referred herein as a KNOWN data structure) representative of whether said first set of properties is known;

creating a third data structure (referred herein as a TARGET data structure) representative of a target set of properties related to an audio element;

creating a fourth data structure (referred herein as a WANT data structure) representative of whether said target set of properties is wanted; and

comparing said first, second, third, and fourth data structures using bit-wise binary operations to determine whether said first set of known properties are wanted as a target set of properties; [[and]]

storing the audio element into a cache memory upon determining that the first set of known properties are wanted as the target set of properties[[.]];

selecting an audio element from the cache memory;

comparing an identifier of the selected audio element to an identifier of a most recently played audio element; and

rejecting the selected audio element if it is substantially similar to the most recently played audio element.

- (Original) The method of claim 1 wherein said bit-wise binary operation are performed according to the Boolean equation: (not WANT) or (KNOWN and ((TARGET xor VALUE))).
- 3. (Original) The method of claim 1 wherein said bit-wise binary operation are performed according to the Boolean equation: (not WANT) or (KNOWN and ((TARGET and

VALUE) or ((not TARGET) and (not (VALUE))).

- 4. (Original) The method of claim 1 wherein said first, second, third, and fourth data structures are 16-bit computer words.
- 5. (Original) The method of claim 1 wherein said first, second, third, and fourth data structures are 32-bit computer words.
- 6. (Original) The method of claim 1 wherein said first, second, third, and fourth data structures comprise multiple computer words.
- 7. (Original) The method of claim 1 wherein at least one of said first set of properties and at least one of said target set of properties are represented as a single bit.
- 8. (Original) The method of claim 1 wherein at least one of said first set of properties and at least one of said target set of properties are represented as multiple bits.
- 9. (Currently amended) A method in a computer system for selecting an audio element to transmit to a remote listener, comprising:

creating a first data structure (referred herein as a VALUE data structure) representative of a first set of demographic properties related to a remote listener;

creating a second data structure (referred herein as a KNOWN data structure) representative of whether said first set of demographic properties related to the remote listener is known;

creating a third data structure (referred herein as a TARGET data structure) representative of a target set of demographic properties relating to an audio element;

creating a fourth data structure (referred herein as a WANT data structure) representative of whether said target set of demographic properties is wanted to be targeted; and

comparing said first, second, third, and fourth data structures using bit-wise binary operations to determine whether the audio element should be transmitted to the remote listener [[.]];

storing the audio element into a cache memory upon determining that the first set of known properties are wanted as the target set of properties;

selecting an audio element from the cache memory;

comparing an identifier of the selected audio element to an identifier of a most recently played audio element; and

rejecting the selected audio element if it is substantially similar to the most recently played audio element.

- (Original) The method of claim 9 wherein said bit-wise binary operation are performed according to the Boolean equation: (not WANT) or (KNOWN and ((TARGET xor VALUE))).
- 11. (Original) The method of claim 9 wherein said bit-wise binary operation are performed according to the Boolean equation: (not WANT) or (KNOWN and ((TARGET and VALUE) or ((not TARGET) and (not (VALUE))).
- 12. (Original) The method of claim 9 wherein said first, second, third, and fourth data structures are computer words.
- 13. (Original) The method of claim 9 wherein said first, second, third, and fourth data structures are 32-bit computer words.
- 14. (Original) The method of claim 9 wherein said first, second, third, and fourth data structures comprise multiple computer words.

- 15. (Original) The method of claim 9 wherein at least one of said first set of properties and at least one of said target set of properties are represented as a single bit.
- 16. (Original) The method of claim 9 wherein at least one of said first set of properties and at least one of said target set of properties are represented as multiple bits.
- 17. (Original) The method of claim 9 wherein said first set of demographic properties includes the age of the remote listener.
- 18. (Original) The method of claim 9 wherein said first set of demographic properties includes the gender of the remote listener.
- 19. (Original) The method of claim 9 wherein said first set of demographic properties includes the marital status of the remote listener.
- 20. (Original) The method of claim 9 wherein said first set of demographic properties includes the city where the remote listener lives.
- 21. (Original) The method of claim 9 wherein said audio element is an advertisement.
- 22. (Currently Amended) A customized personal radio broadcast system operable to select an audio element to transmit to a remote listener, comprising:

means for creating a first data structure (referred herein as a VALUE data structure) representative of a first set of demographic properties related to a remote listener;

means for creating a second data structure (referred herein as a KNOWN data structure) representative of whether said first set of demographic properties related to the remote listener is known;

means for creating a third data structure (referred herein as a TARGET data structure) representative of a target set of demographic properties relating to an audio element;

means for creating a fourth data structure (referred herein as a WANT data structure) representative of whether said target set of demographic properties is wanted to be targeted; and

means for comparing said first, second, third, and fourth data structures using bitwise binary operations to determine whether the audio element should be transmitted to the remote listener [[.]]

means for storing the audio element upon determining that the first set of known properties are wanted as the target set of properties;

means from selecting at least one stored audio element;

means for comparing an identifier of the selected audio element to an identifier of a most recently played audio element; and

means for rejecting the selected audio element if it is substantially similar to the most recently played audio element.